

Message Text

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64

ACTION ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 STR-08 TRSE-00 CIAE-00

INR-10 NSAE-00 PA-04 RSC-01 USIA-15 PRS-01 SPC-03

OMB-01 AGR-20 AID-20 TAR-02 DRC-01 /118 W

----- 004205

R 182242Z MAR 74

FM AMEMBASSY SAN JOSE

TO SECSTATE WASHDC 6522

INFO AMEMBASSY BOGOTA

AMEMBASSY BRASILIA

AMEMBASSY TEGUCIGALPA

AMEMBASSY GUATEMALA

AMEMBASSY MANAGUA

AMEMBASSY SAN SALVADOR

AMCONSUL GUAYAQUIL

AMEMBASSY QUITO

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E.O. 11652: N/A

TAGS: ETRD, CS, HO, NV

SUBJECT: TEGUCIGALPA BANANA MEETING

REF: STATE 053281

1. COSTA RICAN WEEKEND PRESS GAVE WIDE
COVERAGE TO THE BANANA MEETING IN HONDURAS,
HIGHLIGHTING STANDARD'S REJECTION OF THE \$1 PER BOX
TAX. COVERAGE HAS GENERALLY TENDED TO BE FACTUAL
WITH FEW POLEMICS AGAINST THE COMPANY. STORIES
DO POINT OUT, HOWEVER, THAT STANDARD'S REFUSAL HAS
BEEN "INTERPRETED AS AN ACT AGAINST SOVEREIGNTY"
AND THERE IS SOME SPECULATION THAT STANDARD WILL
CEASE EXPORTING FRUIT IN ITS OWN NAME BUT WILL SELL
TO THE OTHER COMPANIES THAT HAVE AGREED TO THE TAX.

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2. LA NACION OF MARCH 17 QUOTED PRESIDENT

FIGUERES TO EFFECT THAT HE HAD RECEIVED A CALL FROM SAN FRANCISCO FROM WAYTE OF STANDARD TO THE EFFECT THAT STANDARD STILL CANNOT AGREE TO THE TAX, BUT HE (WAYTE) WOULD LIKE TO COME TO SAN JOSE TO MEET WITH FIGUERES ON PROBLEM ON MARCH 25. FIGUERES TOLD LA NACION "I WILL RECEIVE HIM AND THE DELEGATION (FROM STANDARD) WITH PLEASURE, BUT WE ARE NOT GOING TO CHANGE ANYTHING WITH RESPECT TO THE TAX". OTHER PRESS ACCOUNTS CLAIM THAT STANDARD'S PRESIDENT, KIRCHOFF, WILL ALSO COME TO SAN JOSE.

3. SO FAR THERE HAS BEEN LITTLE EDITORIAL COMMENT. DIARIO DE COSTA RICA ON MARCH 17 IN A THOUGHTFUL EDITORIAL POINTED OUT THAT STANDARD'S POSITION "IS THE WORST METHOD OF PUBLIC RELATIONS THAT THIS COMPANY COULD HAVE APPLIED TO THE COUNTRIES OF THIS REGION....." FOR MOST PART THE EDITORIAL, WHILE APPROVING FIGUERES' INITIATIVE, POINTED OUT SOME OF THE DANGERS AND RISKS THAT LAY AHEAD, E.G. WHAT IF STANDARD SHOULD DECIDE TO PULL OUT OF CENTRAL AMERICA AND TO CONCENTRATE ON INCREASING PRODUCTION IN THOSE COUNTRIES (NOW SUPPLYING 30 PERCENT OF THE MARKET) THO DO NOT SUBSCRIBE TO THE PACT. LA NACION OF THE SAME DATE CARRIED A BRIEF EDITORIAL APPROVING THE BANANA AGREEMENT BUT NOT MENTIONING STANDARD. PERHAPS THE STRONGEST ANTI-STANDARD EDITORIALIZING WAS CONTAINED IN A NEWS STORY (NOT EDITORIAL) OF

MARCH 16 IN THE RABID PLN DAILY LA HORA. THIS ITEM WAS HEADLINED "STANDARD: ENEMY OF THE BANANA COUNTRIES" AND MIXED FACTUAL REPORTING WITH SUCH EDITORIALIZING AS "STANDARD DECLARED ITSELF IN FRANK REBELLION AND IN AN INSOLENT MANNER--THREATENED NOT TO HARVEST FRUIT.....THUS COMMITTING AN AFFRONT TO THE SOVEREIGNTY.... AND ADOPTING AN ARCH-COLONIALIST POLICY REMINISCENT OF THE BETTER TIMES.....OF THE 'BIG STICK'".

4. MARCH 18 EDITION OF LA HORA REPORTED THAT PRESIDENT FEGUERES WILL ADDRESS THE NATION ON LIMITED OFFICIAL USE

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MARCH 19 UK 7:00 PM ON THE TEGUCIGALPA MEETING AND "INSOLENT ATTITUDE" TAKEN BY STANDARD.

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Message Attributes

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Draft Date: 18 MAR 1974
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Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Drafter: n/a
Enclosure: n/a
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Errors: N/A
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TAGS: ETRD, CS, HO, NU, STANDARD BRANDS, (FIGUERES, JOSE)
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